

2010 Legacies Now & Sport Tourism

Community Strategies for Team Hosting Workshop
Everett, WA

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History of 2010 Legacies Now

Developed as part of the 2010 Bid

- Commitment of the 2010 Bid and all the member partners
- \$5 Million
- Not-for-profit society

Mandate was:

To build support for the 2010 Olympic and Paralympic Winter Games in BC, while ensuring a strong and lasting sport system in the province.

Community outreach:

- Close to 500,000 people engaged
- 192 events throughout the province



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Vision



To create sustainable legacies that will benefit all **British Columbia** as a result of hosting the 2010 Olympic and Paralympic Winter Games



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Mission



To work in **partnership** with community organizations, non-government organizations (NGOs), the private sector and all levels of government to develop **sustainable legacies** in **sport & recreation**, **arts**, **literacy**, and **volunteerism**.

To actively assist **communities** **discover** and **create** **unique & inclusive social** and **economic opportunities** leading up to, during and beyond the 2010 Olympic and Paralympic Winter Games.

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2010 Legacies Now - Legacy



68% of British Columbians
believe it is important for
the Games to leave behind a
“**Non-Bricks and Mortar**” legacy
in their community

Source: Ipsos Reid Poll
January 2005

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2010 Legacies Now - Overview



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BC's Sport Tourism Vision



To maximize hosting opportunities associated with and leading up to and beyond the 2010 Olympic and Paralympic Winter Games through a coordinated effort.



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Why Sport Tourism in BC?



Economic Development

- To the host region, and to BC

Sport System Development

- Increase BC's sport system capacity
- Sport development model

Social and Community Development

- Volunteers - the "living legacy" of events
- Community pride
- Enriched facility infrastructure

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Tourism BC & 2010 Legacies Now Sport Tourism Initiatives



Core Management Areas

- Event hosting and evaluation
- Industry research and coordination
- Education and training
- Community and social development
- Tools and resources
- Marketing and promotions



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1. Event Hosting & Evaluation



Hosting BC Program *(2010 Legacies Now)*

- Provides funding to organizations who are interested in staging international and national sport events in British Columbia



VolWeb.ca *(2010 Legacies Now)*

- Free volunteer recruitment website designed to connect volunteers to event organizers across BC, in support of events ranging from local festivals to international sport tournaments.

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2. Industry Research and Coordination



BC Sport Tourism Network

- Over 45 communities represented

BC Sport Tourism Events Marketplace

- Business-to-business opportunity for community representatives to meet with provincial & national GBs
- Includes educational sessions & networking

“BC Night” Reception at the annual Canadian Sport Tourism Congress

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3. Education and Training



Community Sport Tourism Workshops

- Since the first workshop in January 2005, 22 workshops have been delivered to over 500 people

Sport Tourism Guide

- Since August 2004, over 300 books have been sold

Community Sport Tourism Program

- Helping communities move along the sport tourism development continuum

Pre-Games Training

- Learnings from Sydney 2000 and Salt Lake City 2002

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4. Community and Social Development



BC Sport Event Hosting and Resort Guide

- www.HostingBC.ca



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5. Tools and Resources



Development of standardized tools and resources for the sport tourism community

- Economic impact assessment model
- Partnership with the Canadian Sport Tourism Alliance

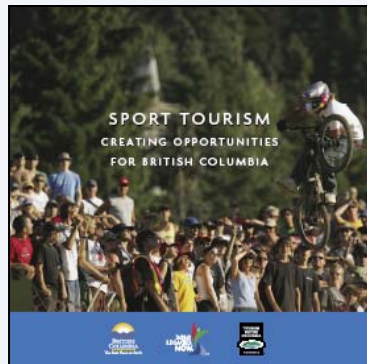


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6. Marketing and Promotions



Benefits Brochure



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Looking ahead to 2010... and beyond



BC's Sport Tourism Vision

- To maximize hosting opportunities associated with and leading up to and beyond the 2010 Winter Games

Partnerships

- With PNWER, the Canadian Snowsports Association and the International Ski Federation on the FIS Athletes Program
- With PNWER and the Province of BC to link between HostingBC.ca and TerraNW.org

Information Sharing, and much more

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Thank You



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